

# David Randall

## User Experience Researcher

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### WORK EXPERIENCE

#### • Barclays

User Experience Researcher | Jun. 2018 - Present

Northampton, UK

Primarily working in cards & payments and partner finance, I work collaboratively with a cross-functional team of designers, UI, copywriters, product owners and BAs to build intuitive experiences for our users. Prioritising research within the agile framework to produce actionable insights for stakeholders and advocating for the voice of the customer.

Managing research operations activities, including digitisation of consent forms and NDAs, developing mobile testing kit, and implementing data governance processes for the entire research team.

Mentored successive research apprentices during their first years on the team, advocated for and organised my teams first summer intern, and line management responsibilities.

#### • Google

User Experience Researcher Intern | Summer 2016

San Bruno, CA, USA

Based at YouTube, created a library of research activities for YouTube employees to deploy at large community and creator events, under the supervision of a UX Researcher. Enabling researchers to more easily conduct large studies, while employees learned more about the needs of their customers.

Detailed analysis and write-up of research library including: deployment of library, iterating through library design with affinity diagramming and presenting back results to senior stakeholders. Conducted 2 additional studies utilising more informal research techniques, including internal intercept studies and participant sketching / visualisation.

#### • Amazon

User Experience Researcher Intern | Summer 2015

Seattle, WA, USA

Independently designed & conducted three usability studies over 12 weeks. Including the creation of detailed research reports with actionable feedback which were presented to relevant stakeholder.

Studies included the use of remote usability lab studies, diary studies, and qualitative interviews.

Coordinated with other business units to create a new process for the recruitment of study participants and a new process for tracking issues discovered in usability studies; this involved building a new tool to import issues from research reports and enter them into a customised central issue tracking system.

### SUMMARY

Over 8 years experience leading user research in both academia and industry. Experienced in a wide variety research methods, able to quickly adapt to changing situations and priorities with an excellent record of successfully managing multiple research projects simultaneously.

### EDUCATION

#### University of Washington

Seattle, WA, USA

2011 - 2020

Ph.D Information Science      2020 (est.)  
*Dissertation to be submitted*

MS Information Science      2014  
3.89 GPA

#### London School of Economics & Political Science

London, UK

2009 - 2010

MSc Analysis, Design & Management of  
Information Systems  
*Distinction*

#### University of Hertfordshire

Hatfield, UK

2004 - 2008

BSc Computing with a year in North  
America  
*First Class*

### SKILLS

**Research Methods** Usability testing •  
Personas • Card sorting • Survey design  
Ethnography • Data analysis • Heuristic  
evaluation • Contextual inquiry •  
Cognitive walkthrough • A/B testing •  
Guerilla testing • Diary studies

# WORK EXPERIENCE

## • University of Washington

Graduate Teaching Assistant | Sep. 2011 - Jun. 2018

Seattle, WA, USA

Teaching undergraduate and graduate level systems design classes, using practical approaches to both reinforce concepts from lecture and teach new design methods. Including design thinking and research methods classes.

Created curricula, designing in-class activities and assignments. Administered running of undergraduate introductory informatics class, including supervising and coordinating several undergraduate TAs.

## • University of Washington

Graduate Research Assistant | Dec. 2013 - Jun. 2015

Seattle, WA, USA

Formulated research questions, identified venues and methods for conducting research, interviewed individuals, and conducted data collection as part of a multi-year cyber-infrastructure project. Qualitatively analysed and coded this data while maintaining validity and reliability, and wrote up results into original, published, peer-reviewed research.

## • TNT Express ICS

Service Assurance Analyst | Nov. 2009 - Sep. 2010

Atherstone, UK

Monitored and administered company's software testing environments. Managed company's Disaster Recovery (DR) and Business Continuity efforts. Oversaw company-wide project identifying levels of site resilience and shortfalls for nearly 2000 locations worldwide including detecting potential issues with major data centre locations.

## SELECTED PUBLICATIONS

Full list available at: <https://bit.ly/2TbHAOs>

- **Randall, D. P.**, Paine, D., & Lee, C. P. (2018). Educational Outreach & Stakeholder Role Evolution in a Cyberinfrastructure Project. *IEEE 14th International Conference on e-Science (e-Science)* (pp. 201-211).
- Evans, S., Davis, K., Evans, A., Campbell, J., **Randall, D.P.**, Yin, K., & Aragon, C (2017) More Than Peer Production: Fanfiction Communities as Sites of Distributed Mentoring Communities *Proceedings of the 20th ACM Conference on Computer Supported Cooperative Work & Social Computing*. ACM, 2017
- Davis, K., **Randall, D.P.**, Ambrose, A., & Orand, M. (2015). "I was bullied too": Stories of bullying and coping in an online community. *Information, Communication, and Society* 18.08
- **Randall, D.P.**, Diamant, E.I., Lee, C.P. (2015) Creating Sustainable Cyberinfrastructures *Proceedings of the 33rd annual ACM conference on Human Factors in Computing Systems*. ACM, 2015.
- Newell, B.C. & **Randall, D. P.** (2013). Video Surveillance in Public Libraries: a Case of Unintended Consequences? *Proceedings of the 46th Annual Hawaii International Conference on System Sciences (HICSS)*.
- **Randall, D.P.** (2011). Ten Red Balloons: Virtual Teams and Online Communities – a Test of Media Synchronicity Theory. *iSChannel*, 6(2), pp. 13-21.

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## SKILLS

**Software** Userzoom.com • Atlas.Ti • Adobe XD • Adobe Photoshop • Microsoft Office • MacOS • HTML • Javascript • CSS

## AWARDS & HONOURS

- **iFellows Doctoral Fellow** 2016  
Andrew W. Mellon Foundation
- **Fellow** 2013  
Royal Society of Arts
- **Graduate Fellowship** 2011  
University of Washington
- **Fulbright Scholar** 2011  
United States Dept. of State

## CERTIFICATIONS

- **Member**  
Market Research Society
- **Foundation Certificate in User Experience** 2019  
BCS - Chartered Institute for IT
- **Member**  
Association of Computer Machinery